

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Koji KIDA  
Title: ADVERTISEMENT PRESENTATION SYSTEM  
Appl. No.: Not yet assigned  
Filing Date: July 30, 2001  
Examiner: Not yet assigned  
Art Unit: Not yet assigned

PRELIMINARY AMENDMENT

Commissioner for Patents  
Washington, D.C. 20231

Sir:

Prior to examination please amend the application as follows:

**In the Claims:**

Please add the following new claims 10 and 11.

In accordance with 37 C.F.R. § 1.21, please substitute for claims 7 and 9 the following rewritten versions of the same claims, as amended. The changes are shown explicitly in the attached "Versions with Markings to Show Changes Made."

7. (Amended) A server according to claim 5, which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information.

9. (Amended) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and advertisement presentation system set forth in claim 1.

10. (New) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and the server set forth in claim 5.

11. (New) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and the terminal equipment set forth in claim 8.

002.616283.1

**REMARKS**

New claims are provided by this Preliminary amendment. Entry of the foregoing amendments is respectfully requested.

Respectfully submitted,

Date: July 30, 2001

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**Versions with Markings to Show Changes Made**

**In the Claims:**

7. (Amended) A server according to [Claim] claim 5 [or 6], which includes means for storing as user schedule information in the user schedule storage means, as a result of user input, advertisement data that has been presented along with user schedule information.

9. (Amended) A storage medium in which have been stored programs which, by being installed in an information processing unit, implement the schedule and advertisement presentation system set forth in claim 1 [ Claims 1 to 4, the server set forth in Claims 5 to 7, and the terminal equipment set forth in Claim 8].